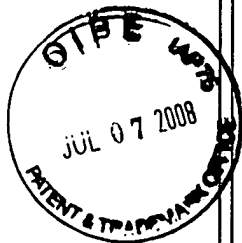


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE



In re application of:

Applicant : Thomas J. Perkowski
Serial No. : 09/716,848
Filing Date : November 17, 2000
Title of Invention : WEB-BASED NETWORK FOR MANAGING AND
DELIVERING CONSUMER PRODUCT MARKETING AND
MERCHANDISING COMMUNICATIONS TO CONSUMERS
ALONG ELECTRONIC COMMERCE (EC) ENABLED
WEBSITES ALONG THE WORLD WIDE WEB (WWW),
USING PROGRAMMABLE MULTI-MODE VIRTUAL KIOSKS
(MMVKS) DRIVEN BY SERVER-SIDE COMPONENTS AND
MANAGED BY PRODUCT MANAGEMENT TEAM
MEMBERS AND AUTHORIZED PARTIES
Examiner : Jeffrey Carlson
Group Art Unit : 3622
Attorney Docket : 100-058USA000

Honorable Commissioner of Patents
and Trademarks
Washington, DC 20231

RESPONSE TO OFFICE ACTION MAILED MARCH 7, 2008

Sir:

In response to the Office Action mailed March 7, 2008, Applicant hereby submits the following amendments to the same: